

# CITY OF WILMINGTON CONVENTION CENTER DRAM TREE OUTDOOR SCULPTURE

A JURIED DESIGN COMPETITION & COMMISSION

## THE DRAM TREE

When the ancient Dram Tree was reached on the outward voyage all sails were then set. As ships proceeded under full canvas, the first dram of “grog” was furnished to the sailors when they reached the bend in the river. Conversely, on the inward voyages to the Colonial town, the sails were not furled until the ships had proceeded some distance beyond the point where the tree was located. This furnished an excellent opportunity to serve the last “dram” before they commenced the rather arduous task of lowering the sails and docking their ships. From this custom of taking the first drink outward bound, and the last drink inward bound, seafarers gradually came to know the stately Cypress as the “Old Dram Tree.”

Louis T. Moore, *Stories Old & New of the Cape Fear Region* (1968), page 49



Photo courtesy of  
New Hanover Public Library

**PROGRAM:** Juried competition for a site-specific outdoor sculpture commission

**OBJECTIVE:** To create an original sculpture using durable materials that commemorates and celebrates the Dram Tree and complements the landscape and setting of the Wilmington Convention Center

**TYPE:** Two Phase  
Phase 1—Juried Competition  
Phase 2—Finalist Interviews

**ELIGIBILITY:** Open to all professional artists that live in southeastern North Carolina, which includes the following counties: New Hanover, Brunswick, Pender, Columbus and Onslow

**REGISTRATION FEE:** \$50 Professional/Professional Teams  
One (1) design submission per registration  
More than one (1) registration per entrant is allowed

**PROJECT DESCRIPTION:** Design, construct and install an outdoor sculpture that is located in the northwest corner of the Convention Center event lawn along the Riverwalk. The sculpture must be sturdy, stable and safe for the visitors and have a minimum height of 15 feet excluding the base. Materials must be natural and durable enough to withstand all coastal weather conditions including high winds and humidity.



PROJECT TIMELINE:	November 4, 2009	Call for Artist/Submissions
	January 4, 2010	Competition Application deadline
	January 21, 2010	Artwork Submission deadline
	January 25, 2010	Jury is convened (judging)
	January 27, 2010	Finalists interviews
	January 29, 2010	Winner of commission notified & announced
	February 1-28, 2010	Contract executed
	March - August. 2010	Dram Tree Artwork designed & fabricated
	August 30, 2010	Dram Tree Sculpture installed

**BUDGET:** The budget for the commissioned project, which must be completed and installed by September 1, 2010, is \$25,000 all-inclusive. The fee will include, but is not limited to artist/design fee, materials, fabrication, installation, transportation/shipping, insurance, project documentation, engineering, travel, site modification, per diem expenses and contingency to cover unexpected expenses.

**ARTIST ELIGIBILITY:** The call is open to all professional artists who live in southeastern North Carolina, which includes the following counties: New Hanover, Brunswick, Pender, Columbus and Onslow. Artist teams will be considered, but only a single artist 'project manager' will be contracted. The artist's services will include design of an original artwork, management of fabrication and installation of the work.

## JUDGING CRITERIA:

### REGISTRATION

Teams entering the competition must identify **one** individual to be the official registrant in the competition. The registrant will be the official representative of the team. All team members will receive credit for winning entries. Individuals and teams are welcome to submit multiple entries, but each entry must be registered separately.

### REGISTRATION NUMBER

Upon payment of the entry fee, each registrant will be issued a registration number. The registration number is generated at the time of registration and is included in the registration receipt e-mailed to all successfully completed registrations. The registration number must be used on all correspondence and included on all entry materials as described below.

### NOTIFICATION

The competition registrant will serve as the sole contact via e-mail throughout the competition.

### ANONYMITY OF PRESENTATION BOARDS

The submission shall have no name or mark that could serve as a means of identifying the project, other than the registration number, which entrants will receive by email after completing the registration process (following payment). Failure to comply with this rule will lead to immediate disqualification. No entrant may otherwise directly or indirectly reveal the authorship of any design concepts to any juror, competition consultant or member of the press. Such identification, occurring at any time of the competition, will be grounds for disqualification. Registration Number formats not complying with these requirements will be grounds for disqualification, per the decision of the competition administrators.



## PRESENTATION MEDIA

The presentation techniques employed for the submissions are at the discretion of the entrants, with the exception of the registration number placement, as per the instructions. No physical models will be accepted in this design competition. Perspective or sectional images of a model (physical or digital) may be incorporated into the presentation. Three-dimensional renderings or model photographs must show the design proposal in its context. Entrants may use any medium, or combination of media, that can be clearly understood and accommodated within a single-board format. Representations may include photographs of models, computer-generated images, hand drawings, paintings, or other forms of two-dimensional communication.

The Presentation Board should document clearly and concisely the entrant's conceptual approach to the project. Preliminary ideas about the form, organization, materials and context may be included. Information about the entrant's thought process may also be illustrated. Any narrative description must be included on the presentation side of the board and be incorporated into Area 1 of the graphic layout as described below. These requirements have been developed to provide the jury sufficient information to effectively evaluate and compare submissions and to ensure that all presentation boards and design concepts are reviewed on an equal basis. The jury decision will be based only on the review of the presentation board.

## PRESENTATION BOARD

In order for a submission to be eligible, it must be on **one (1)** presentation board that is:

- ☐ 20 inches wide by 30 inches high (50.8 cm x 76.2 cm);
- ☐ no less than ¼ inch (0.64 cm) thick and no more than 3/8 inch (0.95 cm) thick;
- ☐ rigid and lightweight, like foam core or gator board;
- ☐ no more than 10 pounds (4.5 kilograms) in weight;
- ☐ unframed and not covered in plastic or glass;
- ☐ able to lie flat against an easel or wall.

## IN ADDITION TO THE ABOVE REQUIREMENTS:

- ☐ Projections from the flat surfaces of the board are prohibited
- ☐ Wood, masonite, and metal boards are prohibited
- ☐ All text information must be in English and a minimum 14-point (1/8 inch high) type size. Arial or other sans serif font preferred

Entrants must securely affix an opaque envelope, marked only with the Registration Number, to the rear of the Presentation Board. Sealed inside this envelope should be a copy of the Submission Form signed by all team members and the CD-ROM with the information described below. The Presentation Board proportions and all other requirements are driven by the proposed layout of the competition publication(s). Please respect these requirements. The jury decision will be based only on the review of the Presentation Board.



## PRESENTATION BOARD LAYOUT

The Presentation Board should be divided into the 3 areas described below and shown on the diagram:

### AREA 1:

Project Title, Narrative and Data  
(5 inches x 8 inches, top right corner).  
The purpose of Area 1 is to provide each entrant with an opportunity to describe ideas that cannot be easily understood through typical illustrations.

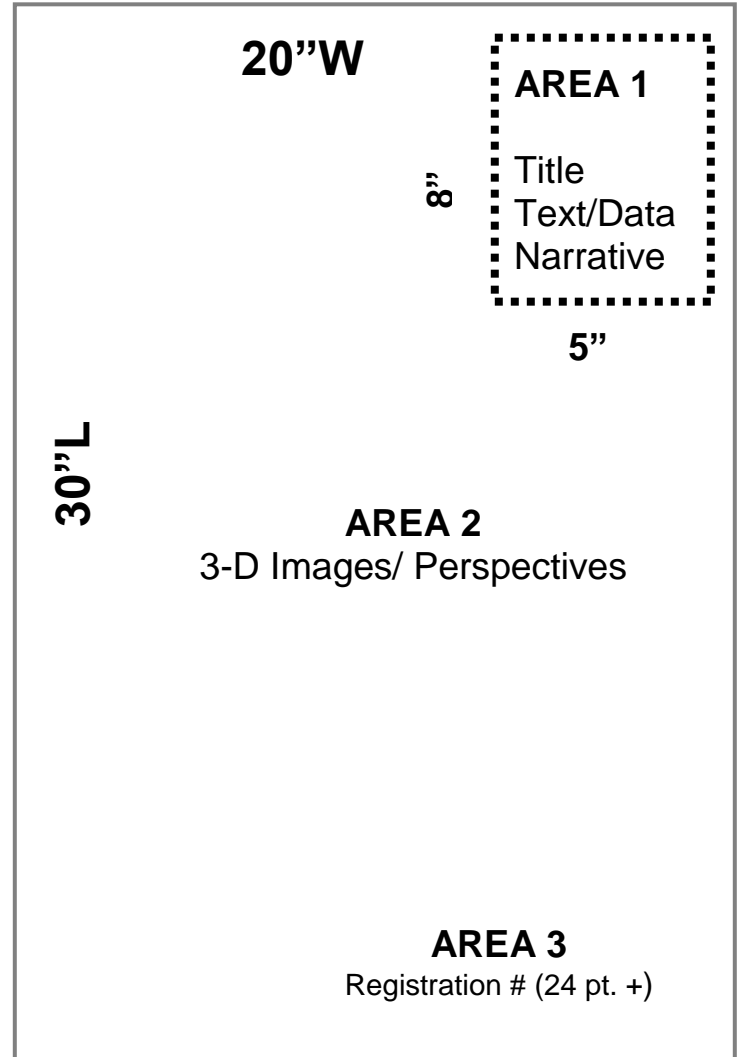
### AREA 2:

Preliminary /Schematic /  
Perspectives, Sections and Other Images  
(20 inches x 30 inches) The primary purpose of Area 2 is to render visually the three-dimensional nature of the design. A perspective from a pedestrian vantage point is required. Elevations may also be provided in addition to the perspective.

A section drawing must be included to illustrate the programmatic elements. Section(s) must be drawn at  $1/8" = 1'-0"$  scale, minimum. This area may also contain other plans, diagrams, or similarly supportive images that illustrate how the design addresses the Design Ideals, potential material palette, and inventive design approaches.

### AREA 3:

Registration Number (lower right corner)  
The purpose of Area 3 is to identify each entry by the Registration Number. The Registration Number will be e-mailed to the entrant. The number should be 24-point (1/4 inch high) size in a bold, sans serif font type.





## SUBMISSION MATERIALS CHECKLIST:

- ☐ CD ROM
- ☐ Attached opaque envelope with the Registration Number, on the rear of the Presentation Board
- ☐ The artist (sculptor) must provide the following:
  - 10 digital images of executed work (jpeg format preferred) on CD  
NOTE: only one (1) CD is needed
  - Printed sheet identifying each image by title of artwork, medium, dimensions, dates and location. Images on disc must be clearly labeled and must correspond to the support materials list (printed sheet). Materials will not be returned
  - Current Artist Resume

Submissions should consist of images of the artist's work that reflect (1) the artist's experience; (2) the artist's ability to complete a large-scale commission; and (3) the aesthetic quality of the artist's work and its compatibility with the Convention Center's architecture and landscape as well as the Cape Fear River.

## DEADLINE:

Submission materials must be received (not postmarked) by:

**Thursday, January 21, 2010 at 5 p.m. Eastern Standard Time**

Mail or submit application in person to:

Kathryn Thurston  
City of Wilmington  
305 Chestnut Street, 3<sup>rd</sup> Floor  
P. O. Box 1810  
Wilmington, NC 28402

**WEBSITE:** [wilmingtonnc.gov/dramtree](http://wilmingtonnc.gov/dramtree)

**E-MAIL CONTACT:** [dramtree@wilmingtonnc.gov](mailto:dramtree@wilmingtonnc.gov)





Convention Center Sculpture Location

